**Intermediation platform**

Le Moov' is an intermediation platform that is comprised of a network of sports coaches who travel to the user’s home. The coaches propose various offers in terms of duration, price or sport practiced. For each transaction, the platform receives a commission of 12% that it invoices to the coach. The consumer pays directly to the coach the service provided.

Le Moov' selects the coaches by conducting training tests. Le Moov' guarantees the users of the platform the presence of a coach at their home during the time slot reserved: if the person "reserved" is absent, Le Moov' undertakes to send a replacement coach who will provide a similar service to that proposed by the absent coach, at the rate that was agreed upon.

1. The concept is becoming increasingly popular. At the start, only 1% of users of home coaches used an intermediary platform. However in 6 months, the market share has progressed in such a way that today it is at roughly 30%. This success explains why other platforms are today seeking to enter this market. However they denounce a number of practices that seem to be impeding the growth of this market:

* Le Moov' obliges coaches to accept an exclusivity undertaking which prohibits them from being referenced on several platforms. Nothing prevents them however from directly contracting with their client. That is what Le Moov' calls a "simple exclusivity undertaking".
* The coaches who in accepting a "reinforced exclusivity undertaking", undertake not to propose their services directly to users, benefit from more favorable financial rewards: the commission rate of Le Moov' is then reduced to 10%.
* Le Moov' prohibits its coaches from offering their services to their clients at a rate lower than that applied by Le Moov'. This rule applies in all cases, whether the coach has opted for the "simple" or the "reinforced” exclusivity undertaking.

2. Since last month, a new platform has been created: it is called « Bouge ! ». It wishes to conclude an agreement with Moov' which would enable it, on its website to reference all the coaches who are already referenced on the platform Moov'. If a user, via the site Bouge ! chooses a coach referenced by Moov', then this coach should pay a commission of 4% to Bouge ! and 8% to Moov.

What do you think of this?